

## Message Text

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44

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 AGR-10 AID-05 USIA-15 /048 W

----- 130064

R 141441Z AUG 76

FM AMEMBASSY MONTEVIDEO

TO SECSTATE WASHDC 1932

INFO AMEMBASSY BUENOS AIRES

AMCONSUL SAO PAULO

UNCLAS MONTEVIDEO 3027

FOR WASHINGTON COMMERCIAL ACTION GROUP (WCAG)

E.O. 11652: N/A

TAGS: BEXP, UY

SUBJ: COMMERCIAL ACTION PROGRAM (CAP): FOOD PROCESSING  
& PACKAGING EQUIPMENT

1. RECENTLY THIS POST LEARNED OF USDOC SPONSORED "FOOD PROCESSING AND PACKAGING EQUIPMENT" CATALOGUE SHOW WHICH TOURED SEVERAL BRAZILIAN CITIES AND ENDED UP IN BUENOS AIRES DURING MID-1976. WITH COOPERATION BUENOS AIRES, EMBASSY HAS OBTAINED THOSE CATALOGUES AND PLANS TO MOUNT ITS OWN SHOW AT AN EARLY OPPORTUNITY.

2. POST COMMERCIAL ACTION GROUP (CAG) REGRETS THAT MONTEVIDEO WAS NOT CONSIDERED FOR INCLUSION IN ORIGINAL TOUR. THE FOOD-PROCESSING AND PACKAGING EQUIPMENT FIELD HAS BEEN ONE OF OUR CAP TARGET CAMPAIGNS (75 MONTEVIDEO A-094, INTRODUCTION AND CAMPAIGN ONE) FOR PROMOTION. URUGUAY IS MAKING A SUSTAINED EFFORT TO INCREASE FOOD PRODUCTION AND IN RECENT YEARS HAS HAD EXPORTABLE SURPLUSES OF WHEAT, RICE, POTATOES, SUGAR AND OTHER ITEMS. ALTHOUGH A SMALL MARKET, IT IS ONE IN WHICH TRADE OPPORTUNITIES ARE INCREASING. THE AID REPRESENTATIVE NOTED THAT AN AID AGRO-INDUSTRIAL LOAN PROVIDES NEARLY \$5 MILLION IN FINANCING FOR EQUIPMENT PURCHASES OF EXACTLY THE TYPE SPONSORED BY THE CATALOGUE SHOW. OTHER INTERNATIONAL FUNDING FOR SIMILAR PURPOSES IS ALSO AVAILABLE.

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3. ACTION REQUESTED: CAG HOPES THAT AS PROMOTION EVENTS ARE

SCHEDULED FOR THE LARGER BRAZILIAN AND ARGENTINE MARKETS,  
MONTEVIDEO'S CENTRAL LOCATION PERMITTING EASY STOPOVERS WILL BE  
KEPT IN MIND.  
SIRACUSA

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
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**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Review Authority:** CunninFX  
**Review Comment:** n/a  
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**Review Date:** 01 APR 2004  
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**Secure:** OPEN  
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**TAGS:** BEXP, UY  
**To:** STATE  
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